



Program for the Elimination of Cancer Disparities (PECaD)

Report to the Stakeholders July 2016 - June 2017

Strengthening Community Ties

Published August 2017



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On the cover: PECaD celebrates its 10th year of accomplishments and collaboration in the community on Sept. 15, 2015, with an evening of achievement, presenting updates, overviews, and recognition to those who have been involved with the organization throughout the years.

About the Program for the Elimination of Cancer Disparities (PECaD)

Annual Report to the Stakeholders

The purpose of this annual report is to provide our stakeholders with a summary of the progress made toward the elimination of cancer disparities in our region and our communities from July 2016-June 2017.

Who We Are

The mission of the Siteman Cancer Center's Program for the Elimination of Cancer Disparities (PECaD) is to create a national model for eliminating local and regional disparities in cancer education, prevention, and treatment. Working through a community advisory committee and cancer site-specific community partnerships, PECaD develops outreach and education, quality improvement and research, and training strategies that foster healthy communities and environments less burdened by cancer disparities.

Program Director

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Niess-Gain Professor

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Acknowledgements

We wish to acknowledge and thank the members of our Disparities Elimination Advisory Committee (DEAC), cancer site-specific community partnerships, and many community organizations for their dedication and collaboration to eliminate cancer disparities in our region.

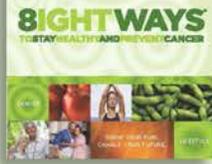
Funding

PECaD is funded by the National Cancer Institute at the National Institutes of Health (U54 CA153460) and the National Cancer Institute at the National Institutes of Health (P30 CA091842-14S1). Funds are also received through The Foundation for Barnes-Jewish Hospital, Washington University School of Medicine, and the Siteman Cancer Center. PECaD also receives additional funding from philanthropic organizations for specific programs and projects.



BY THE NUMBERS 2016-2017

PECaD TRANSLATING
8 WAYS
— MATERIALS INTO —
VIETNAMESE



PECaD
PRODUCED
LARGE
PRINT
8 WAYS
BROCHURES

5

**NEW HEALTH
PODCASTS**
WRITTEN BY PECaD
RESEARCHERS & PHYSICIANS

2 SMART HEALTH
COMMUNITY CANCER
EDUCATION DAYS

WERE HELD
THIS YEAR



30

PROFESSIONAL
PRESENTATIONS



GIVEN BY PECaD
RESEARCHERS & PHYSICIANS

25



SCIENTIFIC PAPERS
PUBLISHED

3

EVENTS
OFFERING MEN
FREE PROSTATE
CANCER
SCREENING



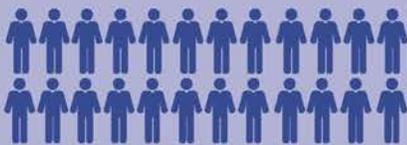
2 NEW
AMERICAN
INDIAN
WOMEN

WERE FEATURED IN
PECaD CANCER
EDUCATION
MESSAGING

24 GRADUATES

OF COHORT 4 OF THE

COMMUNITY RESEARCH
FELLOWS TRAINING PROGRAM



PECaD HOSTED A

**CULTURAL EDUCATION
SEMINAR** on AMERICAN
INDIAN HEALTH

PECaD EXPANDED
EFFORTS *into* NORTH
ST. LOUIS COUNTY

50 COMMUNITY MEMBERS

attended 5th Smart Health
cancer prevention events

PECaD EXHIBITED
at

15 COMMUNITY
EVENTS



**SITEMAN[®]
CANCER CENTER**

WASHINGTON UNIVERSITY SCHOOL OF MEDICINE
BARNES-JEWISH HOSPITAL

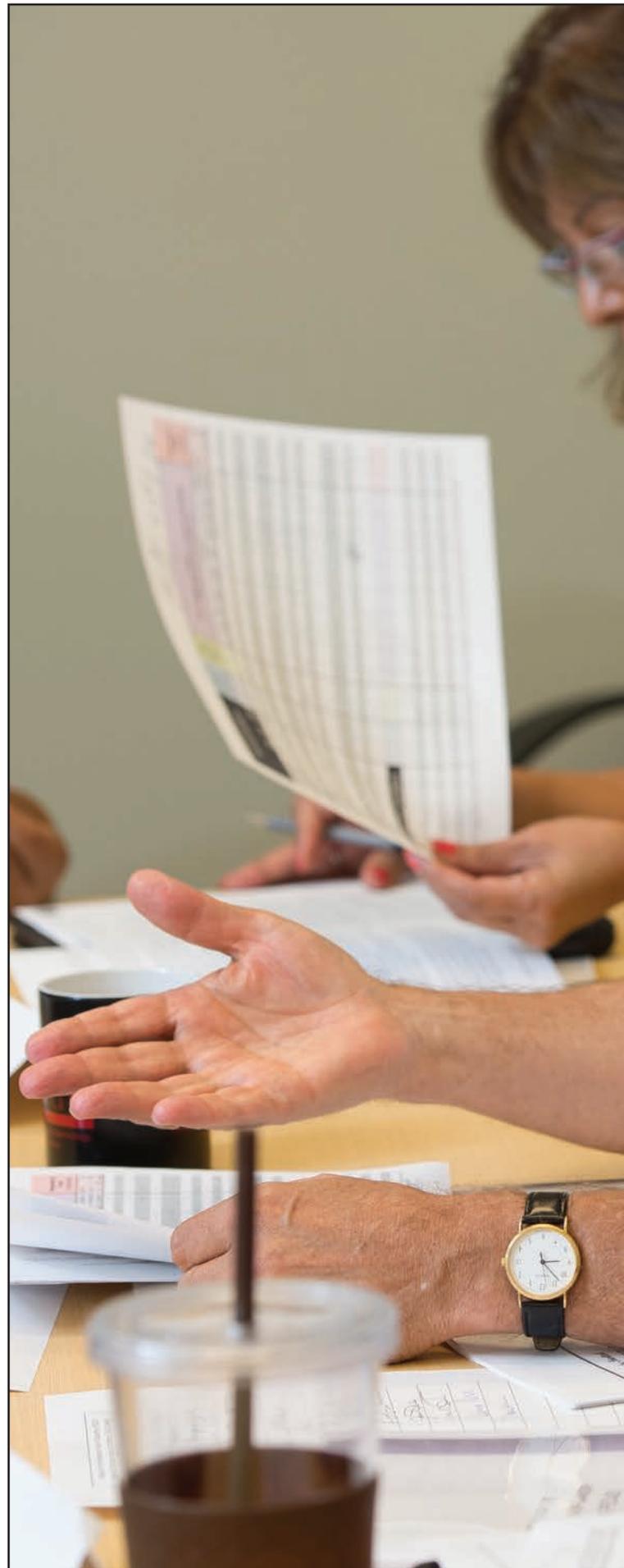
Overview

The Program for the Elimination of Cancer Disparities (PECaD) of the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine was established in 2003 with institutional funds to address the excess cancer burden within the region and the state, particularly for minority and medically-underserved populations. We work with community partners to develop outreach and education, quality improvement and research, and culturally relevant training strategies that foster healthy communities and environments less burdened by cancer.

PECaD continues to expand our focus to new communities and partners while enhancing current partnerships to better serve our community. The St. Louis region is very diverse, allowing PECaD's faculty and staff to engage in extensive community education and outreach. Providing community cancer risk awareness and education in minority populations is a pillar of our program.

Moving into our 14th year, PECaD recognizes and celebrates our past accomplishments, and looks forward to the future and our continued outreach and impact on reducing cancer burden in our community. We are excited to share many of this year's accomplishments, including work with the American Indian population, and PECaD's faculty members involvement to increase awareness and discuss the importance of diversity in healthcare research with community members. PECaD has been instrumental in helping recruit minority populations into clinical trials in the St. Louis region, helping both researchers and clinicians alike reduce cancer burden both biologically and psychologically.

Right: Graham Colditz, MD, DrPH, PECaD program director, speaks with Maranda Witherspoon, MPPA, PECaD's community co-chair.





Leadership Updates

Overview

Our community advisory committee, the Disparities Elimination Advisory Committee (DEAC), serves as PECaD's executive body. The DEAC is chaired jointly by an academic representative and a community representative. Our leadership structure also includes our Internal Scientific Leadership Team, which has community representation as well. The Leadership Team works to translate and mold recommendations and insights from our DEAC into programmatic approaches for our research, community outreach, and training programs. Both the DEAC and Internal Scientific Leadership Team work closely with community partners and our cancer community partnership to shape our cancer site-specific programming strategies.

Updates

Our increasing engagement of community partners fostered new translation and cultural tailoring of materials during the 2016-2017 year with strong input to our DEAC from our partners. The Community Research Fellows Training (CRFT) fellows continue to increase engagement with community partners to sustain prevention programs and apply their skills. This importantly deepens the community engagement in our programs. The fellows engagement outside of cancer specific issues strengthens community-based research across the region. Given the catchment for Siteman Cancer Center includes over 20% of patients from medically underserved populations, we now have opportunities to apply lessons learned through PECaD to other communities with excess cancer burden.



“PECaD has continued to grow in depth and breadth of faculty and community engagement. Our growth assures me that PECaD will continue to impact disparities in our community in the years ahead. Our increasing number of partnerships is fundamental to this success.”

- Graham Colditz, MD, DrPH, PECaD Program Director



“PECaD’s commitment to reducing disparities in cancer education, prevention, and treatment over the past ten years has helped to create informed and healthy communities. When the community understands their health and the importance of healthy living, it creates a model for healthy behavior.”

- Maranda Witherspoon, MPPA, PECaD Community Co-Chair

Current DEAC Membership

Academic and Community Co-Chairs

Graham Colditz, MD, DrPH	Program Director, PECaD
Maranda Witherspoon, MPPA	Owner, MWR Consulting

Community Members (Voting)

Leon Ashford, PhD	Community Advocate & Prostate Cancer Survivor; Retired Professor
Denise Hooks-Anderson, MD	Assistant Professor, Saint Louis University School of Medicine; Department of Family and Community Medicine
Mikki (Mary) Brewster, MSW	Community Advocate & Breast Cancer Survivor; Retiree of St. Louis Public School District
Pamela Jackson, RN, BSN, MA	Community Volunteer & Advocate
Sherrill Jackson, RN, CPNP, MSA	President, The Breakfast Club, Inc. & Breast Cancer Survivor
Veronica Richardson, RN, MSN, MBA	Vice President of Quality Control Improvement, Affinia Healthcare
Donald Suggs, DDS	Founder & Owner, St. Louis American Newspaper
Rev. Donna Smith-Pupillo, RN	Executive Director, Deaconess Faith Community Nurse Ministry
Sherry Taluc	American Indian & Breast Cancer Survivor; Community Voluteer

Academic/Institutional Members (Voting)

Sarah Gehlert, PhD, MSW, MA	E. Desmond Lee Professor of Racial and Ethnic Diversity, Washington University George Warren Brown School of Social Work
Melody Goodman, PhD	Assistant Professor, Division of Public Health Sciences, Department of Surgery, Washington University School of Medicine
Lannis Hall, MD, MPH	Director of Radiation Oncology, Siteman Cancer Center at Barnes-Jewish St. Peters Hospital; Assistant Professor, Washington University School of Medicine
Aimee James, PhD, MPH	Associate Professor, Division of Public Health Sciences, Department of Surgery, Washington University School of Medicine
Vetta Sanders-Thompson, PhD	Professor, Washington University George Warren Brown School of Social Work
Molly Tovar, EdD	Director, Kathryn M. Buder Center for American Indian Studies and Professor of Practice, Brown School of Social Work, Washington University

Community Partnerships Updates

Overview

PECaD's site-specific cancer community partnerships foster ongoing dialogue with community stakeholders, including individuals and community organizations in the region. Each partnership works to refine program strategies that are designed to reduce and ultimately eliminate cancer disparities. The partnerships create an avenue through which community cancer needs and priorities can be reflected in the implementation of PECaD activities.

The membership of each partnership consists of cancer survivors and advocates, representatives from community healthcare organizations and community-based organizations, community members passionate about cancer, and academic faculty members and staff. Partnerships meet regularly to review progress and refine goals and projects as needed.

PECaD has three site-specific community partnerships: breast cancer, colorectal cancer, and prostate cancer. Each group has actively participated in notable activities the past year that advance PECaD's mission.

Breast Cancer Community Partnership

Throughout PECaD's history, breast cancer has been a top focus of community education and outreach in addition to continued prevention research. Under the guidance of co-chair and long-time PECaD supporter, Debra Custer, BSHS, Program Manager of the Start Now Program at Touchette Regional Hospital in East St. Louis, IL, and co-chair, Donna Jeffe, PhD, professor of medicine at Washington University School of Medicine, PECaD faculty and staff have been working to revitalize the Breast Cancer Community Partnership (BCaP).

Originally launched in 2005, BCaP's main goal has been to work towards eliminating breast cancer in the St. Louis region through multiple strategies including community outreach and education, research, and training initiatives to address disparities in breast cancer prevention and survivorship. Through the support of community members and organizations, BCaP now hopes to be

stronger than ever.

This past November, community members from multiple organizations including The Breakfast Club, Planned Parenthood, Show Me Healthy Women, Touchette Regional Hospital, and others, met for a strategic planning workshop. The purpose of the workshop was to establish new short and long terms goals for BCaP, and create avenues to achieve the proposed goals in an impactful and meaningful way to help eliminate breast cancer disparities.

Some of BCaP's immediate goals include the development of a breast cancer community resource guide, community outreach events specifically geared towards women's health, patient education, mass media campaigns, and addressing the disparities that exist within the African American, Bosnian, Hispanic, and American Indian communities.

Moving forward, BCaP plans to meet monthly to continue momentum and work towards combatting breast cancer in our community. These one-hour meetings serve as an engine for community organizations to inform each other about what's happening with breast cancer prevention and treatment in St. Louis city and county, and for PECaD faculty to help assist community organizations in meeting the needs of St. Louis women.

Our efforts to create the breast cancer community resource guide will begin in fall 2017 with a planned completion date of summer 2018. These guides will be disseminated throughout local health centers, community outreach events, various health organizations, and a host of churches and community centers.

Colorectal Cancer Community Partnership

The Colon Cancer Community Partnership (CCCP) has continued to meet quarterly and aims to provide cancer education, and promote screening to underserved community members across St. Louis and our surrounding regions.

The CCCP worked to expand our colon cancer Smart Health Days (see page 13) to include breast, prostate, and colon cancers, and engage CCCP members for our "How Cancer Impacted My Life" panel



Prostate Cancer Community Partnership, June 2017

discussion. We continue to disseminate our colon cancer resource guide (developed in 2014) and display Photovoice posters at community events, and utilize our large inflatable colon for community outreach events.

The CCCP has also provided critical feedback on PECaD's involvement in the National Cancer Institute's Screen to Save initiative. Two CCCP members were highlighted in our metrobus campaign that focuses on colon cancer screening. The CCCP has been advising PECaD as we make plans to move some Screen to Save activities forward.

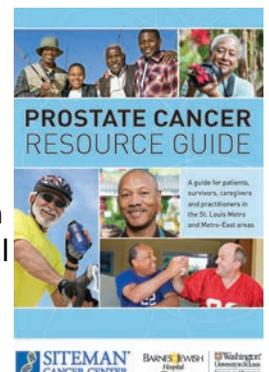
Prostate Cancer Community Partnership

The Prostate Cancer Community Partnership (PCCP) has continued our efforts of providing education and screening to uninsured, underserved, and underrepresented communities around the greater St. Louis metropolitan area. The PCCP continued our partnership with 100 Black Men on September 10, 2016 for the annual Prostate Cancer walk, providing screening for men and education for all attendees. In December of 2016, the PCCP partnered with Lane Tabernacle again to provide screening at their annual Men's Night, with Dr. Arnold Bullock speaking and answering audience questions on prostate cancer and treatment. In April 2017, the PCCP was invited to participant in the Smart Health Cancer

Community Education Day and provided education for this event, including PCCP member Raymond Marbury serving as a panelist for the "How Cancer Affected My Life" discussion.

The PCCP continues to work closely with The Empowerment Network (TEN) to provide outreach and education. Once again the PCCP and TEN partnered at Mt. Bethel Missionary Baptist Church in May 2017. The PCCP along with TEN was able to provide screening for 15 men, and cancer prevention education at the Annual Community Health and Resource Fair. The partnership was also able to support The Empowerment Network Men's Retreat, hosted in June 2017, by providing give away bags and other promotional items.

During the past year, the PCCP with help from BJC Creative Services, finalized the prostate cancer resource guide. This guide contains information about prostate cancer, including resources for screening and treatment, transportation, nutritional, and other forms of support and assistance. This guide has been distributed to our community partnerships, physicians, Siteman Cancer Center locations, and local health centers, with hopes of distributing to even more community health centers.



PECaD's Community Outreach



PECaD's key goals for community outreach and education are to engage in and extend effective outreach efforts that promote cancer prevention messages in the community, identify medically underserved parts of the community and related barriers to quality cancer care, and enhance community health and access to quality cancer care and health information.

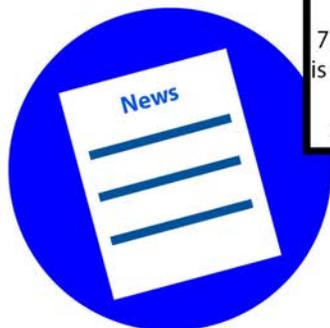
To achieve these goals, PECaD began multiple mass media campaigns in addition to community events

and partnerships. In the following sections, PECaD presents our mass media marketing plan and campaign updates for the past year that include our newspaper and metro transit outreach campaigns.

We then present updates on outreach with community partners, summarize our 2017 Smart Health Community Education Days, outline our plan for the new Siteman Cancer Center at Christian Hospital, and spotlight our work with the American Indian population and increasing diversity in healthcare research.

Noteworthy Newspapers

PECaD's newspaper campaign has a large community reach



St. Louis American
245,000 readers/week
70% of readership is African American
St. Louis Region

East St. Louis Monitor
8,000 readers/week
East St. Louis, IL

Belleville News Democrat
43,000 readers/week
187,000 online views/week
Metro East area

Independent News
27,000 readers/week
60,000 online views/week
North St. Louis County

American Indian Graduate Magazine
22,500 views/publication
9,000 online views
Nationwide

Mass Media Updates

Newspaper Outreach and Education

PECaD continues to place cancer prevention education messaging in local newspapers. Throughout the past year, we ran three separate 10-month campaigns featuring PECaD members (both academic faculty and community members) who share their stories with cancer and modifiable ways to reduce cancer risk. These relatable and personal stories tie back to the evidence-based 8ight Ways to Stay Healthy and Prevent Cancer prevention strategies.

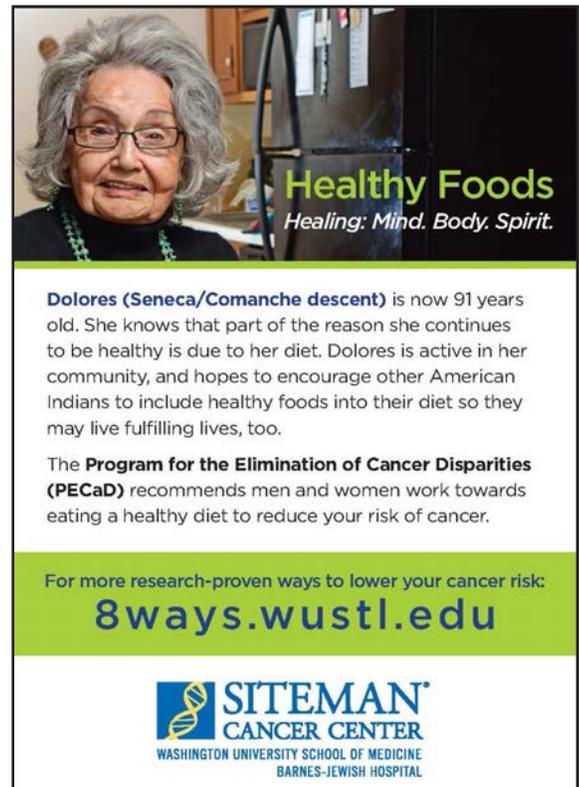
PECaD placed these messages from August 2016 to June 2017 in the St. Louis American, The East St. Louis Monitor, and the Belleville-News Democrat. In spring 2017, we also began placing these messages in the Independent News, a North St. Louis County newspaper.

For the duration of 2017, PECaD also began a partnership with the American Indian Graduate Magazine, a national magazine that reaches over 22,500 American Indians in the United States. As part of our campaign, we worked with two American Indian (AI) women who are highlighted in these new messages (featured right). Both Sherry (Pawnee Nation of Oklahoma) and Dolores (Seneca/Comanche descent) are passionate about their own health, and improving the health of their community members. Each woman can be seen in their respective messages encouraging other AI men and women to be healthy to help reduce cancer risk.

With the addition of Sherry and Dolores, part of PECaD's American Indian outreach, PECaD ran 12 different cancer prevention messages in local newspapers across the St. Louis Metro region. Topics incorporated in our cancer prevention campaign include healthy eating tips, cancer screening reminders, physical activity importance, preventing sexually transmitted infections, smoking cessation, maintaining a healthy weight, collaboration with researchers, and colon cancer screening awareness and recommendations. These cancer prevention messages were featured both in print and online editions.

Right, Top: Dolores spreads her message of healthy eating. This was one of two messages placed in the American Indian Graduate Magazine in 2017.

Right, Bottom: Sherry is featured in a new 2017 cancer prevention message for regional newspapers. Her message focuses on the importance of physical activity.



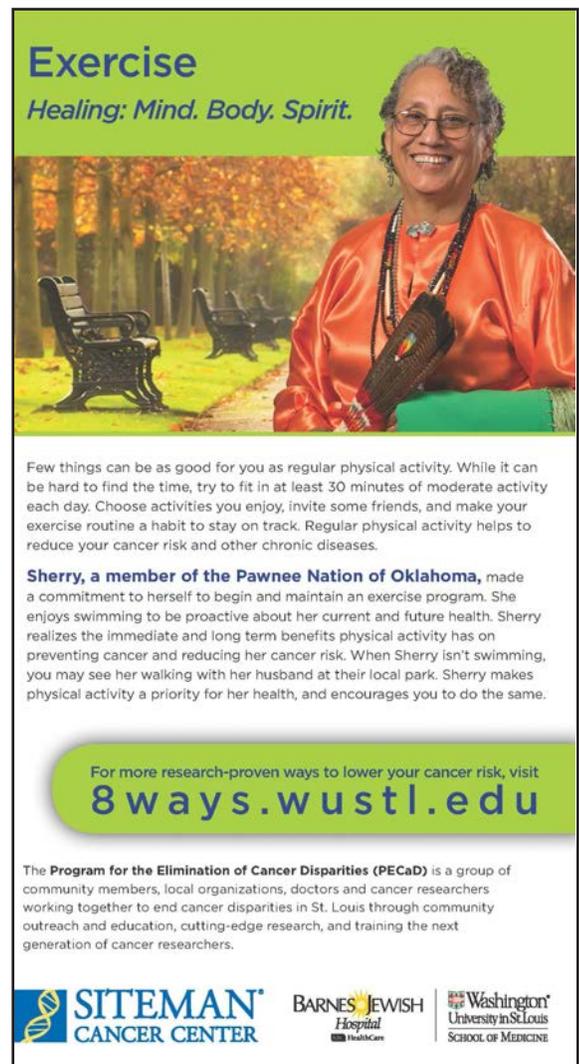
Healthy Foods
Healing: Mind. Body. Spirit.

Dolores (Seneca/Comanche descent) is now 91 years old. She knows that part of the reason she continues to be healthy is due to her diet. Dolores is active in her community, and hopes to encourage other American Indians to include healthy foods into their diet so they may live fulfilling lives, too.

The **Program for the Elimination of Cancer Disparities (PECaD)** recommends men and women work towards eating a healthy diet to reduce your risk of cancer.

For more research-proven ways to lower your cancer risk:
8ways.wustl.edu

SITEMAN
CANCER CENTER
WASHINGTON UNIVERSITY SCHOOL OF MEDICINE
BARNES-JEWISH HOSPITAL



Exercise
Healing: Mind. Body. Spirit.

Few things can be as good for you as regular physical activity. While it can be hard to find the time, try to fit in at least 30 minutes of moderate activity each day. Choose activities you enjoy, invite some friends, and make your exercise routine a habit to stay on track. Regular physical activity helps to reduce your cancer risk and other chronic diseases.

Sherry, a member of the Pawnee Nation of Oklahoma, made a commitment to herself to begin and maintain an exercise program. She enjoys swimming to be proactive about her current and future health. Sherry realizes the immediate and long term benefits physical activity has on preventing cancer and reducing her cancer risk. When Sherry isn't swimming, you may see her walking with her husband at their local park. Sherry makes physical activity a priority for her health, and encourages you to do the same.

For more research-proven ways to lower your cancer risk, visit
8ways.wustl.edu

The **Program for the Elimination of Cancer Disparities (PECaD)** is a group of community members, local organizations, doctors and cancer researchers working together to end cancer disparities in St. Louis through community outreach and education, cutting-edge research, and training the next generation of cancer researchers.

SITEMAN
CANCER CENTER

BARNES-JEWISH
Hospital
HealthCare

Washington
University in St. Louis
SCHOOL OF MEDICINE

St. Louis Metro Transit Outreach and Education

Over the past year, PECaD continued our very successful St. Louis Metro Transit campaign. This partnership places our education messages on both the metro link and metro bus interior cars as well as on the exterior of metro buses. With nearly 1 million riders per week, PECaD is able to reach many of our community members through the city and county's public transportation system.

Overall, 10 St. Louis region buses contained PECaD prevention messages on the exterior, 50 interior messages were placed inside the metro buses as well as 50 within the metro link cars. The metro buses and link prevention messages are displayed in both Missouri and Illinois. Examples can be seen below.

PECaD highlighted community residents from both St. Louis and the Metro East to stay consistent and increase recognition across media platforms as part of this campaign. Two separate campaigns ran last year, one from June to November 2016, and the second from March to June 2017. Sherry, who is passionate about physical activity and part of our American Indian partnership, was also featured in the spring 2017 run.

Promotion through the metro links and buses features healthy eating, smoking cessation, and the importance of physical activity as cancer prevention education stemming from the evidence-based 8ight Ways to Prevent Cancer and Stay Healthy campaign. In spring 2017, we also added an additional metro bus campaign that ran through July 2017, and solely focused on colon cancer prevention.

Quit Smoking. Prevent Cancer.

Hardy Ware, an cancer prevention advocate in a local health department, insists that individuals quit smoking and drinking alcohol. This combination can lead to oral cancer. Smoking has been linked to at least 15 cancers, increasing the risk of heart disease, stroke, and lowering a person's quality of life. If you haven't quit smoking already, now may be the time to try again.

Find more information at 8ways.wustl.edu

SITEMAN CANCER CENTER | BARNES JEWISH Hospital | Washington University in St. Louis School of Medicine

Healing: Mind. Body. Spirit.

Few things can be as good for you as regular physical activity. While it can be hard to find the time, try to fit in at least 30 minutes of moderate activity each day.

Sherry, a member of the Pawnee Nation of Oklahoma, made a commitment to herself to begin and maintain an exercise program. When Sherry isn't swimming, you may see her walking with her husband at their local park. Sherry makes physical activity a priority for her health, and encourages you to do the same.

Find more information at 8ways.wustl.edu

SITEMAN CANCER CENTER | BARNES JEWISH Hospital | Washington University in St. Louis School of Medicine

Healthy Diet. Less Cancer.

LINDA Health Educator

8ways.wustl.edu

SITEMAN CANCER CENTER | BARNES JEWISH Hospital | Washington University in St. Louis School of Medicine

SCREENING SAVES LIVES. Get Tested for Colon Cancer.

Bianca (left; daughter) and Henrietta (right; mother).

8ways.wustl.edu

SITEMAN CANCER CENTER | BARNES JEWISH Hospital | Washington University in St. Louis School of Medicine

Outreach with Community Partners

PECaD in the Community: Events and Outreach

Spreading our cancer prevention and health disparity messages is a main objective in our outreach efforts. PECaD has remained committed to our program's purpose in providing outreach and engagement within the communities that we serve. This past year, PECaD participated in 15 community outreach events including our own Smart Health Community Education Days. We also partner with Siteman Cancer Center events, which provided cancer prevention education at an additional 28 events. Our expanded outreach efforts are expected to increase year-after-year, and this coming year, PECaD expects to increase event attendance, particularly in North St. Louis County.



PECaD's Inflatable Colon Cancer Display

Smart Health Community Education Days

As part of PECaD's community outreach, this year two Smart Health Community Education Days were held in St. Louis City and East St. Louis, Il. Smart Health was created by PECaD to provide our community partners with deeper learning opportunities relating to cancer prevention and research, to use the event as a platform to report back on research results, and to educate individuals and families about cancer research and its relevance. These events are designed to deliver intensive small group and one-on-one health education (consistent with Community Guide recommendations for increasing cancer screening) through small interactive workshops over the course of four hours. The workshop topics are jointly determined between community partners and PECaD's community health educators.



Participants are actively involved in workshops that include the evidence-based 8ight Ways to Prevent Cancer and Stay Healthy, information on cancer

survivorship, a nutrition course, how to exercise on a budget, cancer screening recommendations and guidelines, and the history of patient navigation. Our "Understanding Research" session provides an overview of research designs, questions to ask, and one-on-one discussions with a researcher. During the event, participants also have the opportunity to browse our research poster gallery, which displays research findings on specific cancer sites from PECaD faculty and staff.

Smart Health events for 2018 will be scheduled for spring and summer in St. Louis City, East St. Louis, Il and North St. Louis County. PECaD hopes to host our 2018 North St. Louis County event at Christian Hospital as part of our extended PECaD outreach for the new Siteman Cancer Center satellite at Christian Hospital.

These events are free to the community, and transportation through the St. Louis Metro Transit system is provided. Our Smart Health events are promoted through local newspapers, including the St. Louis American and the East St. Louis Monitor. Community partners also help to promote event attendance. Emails are sent to our *STL Connection* e-newsletter list, and social media is utilized in inviting prospective attendees.

8ight Ways Brochures Now Available in Large Print and Vietnamese

Recognizing two unique populations in the St. Louis community, this past year, PECaD expanded the evidence-based 8ight Ways brochure series. We now offer a large print English edition as well as translated Vietnamese brochures. PECaD is excited to offer these additional resources to our community members and organizations. In 2016, PECaD finalized the first round of translated brochures, Spanish and Bosnian, helping reach the diverse population in St. Louis.

The 8ight Ways to Prevent Cancer and Stay Healthy brochure series is widely used throughout PECaD outreach and events. These evidence-based messages provide community education and modifiable lifestyle changes that can decrease cancer risk. Each 8ight Ways brochure highlights tips to reduce a person's risk for breast cancer, colon cancer, staying healthy before cancer, and tips to stay healthy after cancer. Online PDFs are available for download at 8ightWays.org. If you or your organization would like to request free print copies, please email PECaD at pecad@wustl.edu.

Health Beyond Barriers Podcast Collaboration

PECaD's faculty has been working with MindsEye Radio and LAMP, Language Access Metro Project, since spring 2016 to produce health-related podcasts. The free podcasts are produced by MindsEye Radio and featured as the "Health Beyond Barriers" radio segment.

PECaD faculty write the content for the 10-minute health podcasts, which are then recorded in English, Spanish, Bosnian, Vietnamese, and Arabic. The podcasts are distributed within a 75-mile radius of Belleville, Illinois, and are available for listening through various smartphone and tablet apps as well as online. Topics that our faculty have written about include colon cancer, breast cancer, and prostate cancer screening guidelines and recommendations, knowing your family health history, the National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care

(The National CLAS Standards), and fitting physical activity in your daily life.

Stay Connected with the PECaD e-Newsletter



Through PECaD's quarterly e-newsletter, *STL Connection*, we continue to provide program information and updates with the nearly 400 community and academic partners who share our commitment to ending health disparities. Our newsletter is distributed via email four times per year. *STL Connection* was distributed in July and October 2016 as well as January, April and July 2017. Our next upcoming issue will be in October 2017. If you would like to add someone to our newsletter distribution list, please email pecad@wustl.edu.

New for 2018: PECaD Expands in North St. Louis County



Beginning July 1, 2017, PECaD has the opportunity to expand our outreach and community events in the North St. Louis county area thanks to a new Siteman Cancer Center satellite location at Christian Hospital. PECaD's extended outreach will include additional mass media messages, more community events, and hosting PECaD's signature Smart Health event in North St. Louis County.

Our expanded mass media campaign will feature two women from North St. Louis County, Sherrill

Jackson and Cheryl Gee, who prioritize health in their own lives, as well as within the North St. Louis County community. Their messages will focus on being physically active and eating a healthy diet. Look for these additional newspaper messages in the St. Louis American and the Independent News.

PECaD will also print and circulate a Local Values flier in fall 2017, which will highlight all of the evidence-based 8ight Ways to Stay Healthy and Prevent Cancer. This will be distributed to homes in both North St. Louis County and St. Louis City. Additional metro buses will display PECaD's cancer prevention messages, both in the interior and exterior of the buses.

In addition to more community events in North St. Louis County next year, PECaD will also host a Smart Health event at Christian Hospital in 2018. We hope to make it easier for North St. Louis County residents to attend by hosting the event at a central location in North St. Louis County. The event will be similar to our St. Louis City and East St. Louis Smart Health events, and will feature both physicians and researchers who work in partnership with Siteman Cancer Cancer at Christian Hospital. Information on the 2018 North St. Louis County Smart Health event will be distributed in early spring 2018.

Right: Achievements of the Prostate Cancer Coalition in the St. Louis region.

Prostate Cancer Coalition

The Prostate Cancer Coalition is a group of St. Louis health care providers, community health advocacy groups, and survivors interested in raising awareness about the importance of prostate cancer in the African American community and other high risk men. Several faculty members of The Program for the Elimination of Cancer Disparities (PECaD), including Drs. Lannis Hall, Bettina Drake, Vetta Sanders-Thompson, Arnold Bullock, and Graham Colditz, are members of the Prostate Cancer Coalition. Community members are also involved with both with the Prostate Cancer Coalition and PECaD's Prostate Cancer Community Partnership.

More information about the Prostate Cancer Coalition can be found online at ProstateCancerCoalitionSTL.org.

PROSTATE CANCER COALITION

WHO WE ARE

The Prostate Cancer Coalition is a group of health care providers and survivors in the Saint Louis Region has come together to advocate *Smart Screening* for African American men and men with strong family histories of prostate cancer. The Prostate Cancer Coalition supports the American Cancer Society's position, that there should be a discussion about the risks and benefits of screening, beginning at the age of 45 for African American men and younger if a strong family history. The discussion should also emphasize the significant advancements in the detection and staging of prostate cancer and that PSA is just one of many tests available to help make an educated decision.

ACHIEVEMENTS TO DATE

2015

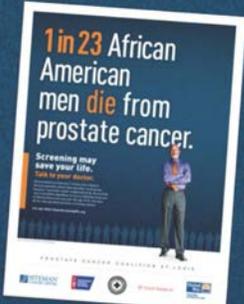
- Creation of the Prostate Cancer Coalition
- Distribution of a petition on the importance of *Smart Screening* and signatures obtained from regional doctors and health care providers

2016

- Development of sponsorships
- Creation of an informational website featuring resources for doctors, patients, and the public: prostatecancercoalitionstl.org
- Implementation of media and social media campaign including:
 - Billboards
 - Metro Bus Ads
 - Posters
 - Educational Materials
 - Newspaper Articles
 - Radio Interviews
 - Podcasts
 - Facebook Page
 - Twitter Feed
- Presentations made by Dr. Arnold Bullock and Dr. Lannis Hall about the importance of *Smart Screening* across the St. Louis region to:
 - More than 250 physicians through medical society meetings and grand rounds; and
 - Churches and faith-based organizations.
- Distribution of educational materials to thousands of residents throughout the state of Missouri who receive their medication in the mail thanks to a partnership with Rx Outreach
- Editorial featured in the *New York Times* and syndicated throughout the country
- Informational podcast on *Community Connection with Jade Harrell*

2017

- Partnership with celebrity spokesperson and prostate cancer survivor Ken Griffey, Sr. and sponsorships of January 12 breakfast where he spoke to the Coalition, media, doctors, and survivors
- Provision of educational materials for more than 30 barber shops through 100 Black Men
- Partnership with Federally Qualified Health Centers to provide educational materials
- Partnership with 100 Black Men as co-sponsors of the 15th Annual Community Health Day and Prostate Cancer Run/Walk
- Article on new national screening guidelines featured in *The St. Louis American*



To learn more about the Prostate Cancer Coalition, visit www.ProstateCancerCoalitionSTL.org






PECaD's Work in the American Indian Population

The Kathryn M. Buder Center for American Indian Studies continues collaboration with PECaD to address cancer disparities in the American Indian and Alaska Native (AI/AN) population.

The Buder Center continues to invite PECaD to their annual Pow Wow event, where over 3,000 American Indians come together for a day to celebrate culture and history. At this event, PECaD is able to provide health education and information to attendees, and learn more about the AI/AN heritage. PECaD will continue to attend the annual Pow Wow events, and remains committed to the AI/AN community in St. Louis and our relationship with the Buder Center.

This past year, PECaD and the Buder Center created specific brochures for the American Indian population on preventing breast and colon cancers (see photo below). Through this partnership, the evidence-based 8ight Ways brochures were reframed to be culturally appropriate and sensitive

to this unique population. Next year, PECaD would also like to adapt the remaining two brochures, How to Stay Healthy and Prevent Cancer, and How to Stay Healthy After Cancer, for American Indian men and women.

In an effort to help educate the greater St. Louis community of the AI/AN population, PECaD and the Buder Center also cohosted an educational seminar to help physicians and community members alike understand the healthcare process and specific healthcare gaps for these community members. This free community seminar addressed cultural similarities and differences, the history and perceptions of the AI/AN population, and cancer disparities and outcomes. Community members and Washington University faculty and staff attended the educational event, where Miquela Ibrao (Laguna Pueblo) presented and fielded questions about working with this community. This fall, PECaD plans to host another educational seminar for physicians to help improve patient and provider communication, and access to preventative and quality cancer care.

"Each year, I attend the Washington University in St. Louis Pow Wow and participate as a jingle dancer. During one of the Pow wow's, the Siteman Cancer Center mammography van was at the event and I signed up for an appointment. I hadn't had a mammogram in a decade, but I decided to sign up to be a positive role model for younger American Indian women. My screening showed an abnormality, so I am blessed to have gone to the Siteman mammography van in time. I might not have caught the tumor in time without my visit to the mammography van. I am aware of the statistics for a woman of color and for American Indian women. I am grateful that the van was there, and that the PECaD partnered with the Kathryn M. Buder Center to have screening available to the Native women in St. Louis."

-Saundi Kloeckner (Cherokee Descent); member of the Native Women Care Circle

Below, Left: 8ight Ways to Prevent Colon Cancer & Breast Cancer brochures designed specifically for the AI/AN population. Below, Right: Attendees in native regalia at the 2017 Pow Wow event at Washington University in St. Louis.



HEALING Mind, Body, & Spirit



Above: Sherry Taluc, PECaD Community Member, attends a BCaP meeting.

Below, left: Volunteers at the 2017 Pow Wow at Washington University in St. Louis.

Below, right: PECaD cohosts an intercultural awareness event with the Buder Center.



Increasing Minority Participation in Healthcare Research

Two of PECaD's outreach goals are centered on identifying underserved populations in the community and removing barriers to improve access to cancer care. Many of PECaD's faculty members are involved in behind-the-scenes research studies that address both of these objectives. Our researchers are then tasked with translating their research into patient interventions to provide quality cancer care. Some of the ways you may learn or see our research in the community would be at our outreach and community events, through our mass media campaigns, and through screening events.

More specifically, there are several noteworthy projects from the past year that detail our effort at serving a diverse community.



• Dr. Bettina Drake leads both the Pancreas and Leukemia Specialized Programs of Research Excellence Diversity in Clinical Trials initiatives. She is responsible for increasing the number of underrepresented minorities in clinical trials for these studies that occur at Washington University School of Medicine. This task is very important so researchers and physicians are able to understand how diseases may effect races differently. Understanding these reasons may impact treatment recommendations, and patient and family health outcomes. It also has implications for future research studies, which may lead to positive outcomes for patients.



• Some of Dr. Mary Politi's current research focuses on cancer clinical trials participation in rural communities, where her research team partners with Southern Illinois University School of Medicine to better inform patients in rural communities about cancer clinical trials. Her research addresses misconceptions and explores patient preferences for clinical trial participation. Dr. Politi is also researching breast cancer surgery decisions for women across socioeconomic strata, and breast reconstruction decisions after mastectomy. One main goal of these projects is to reduce disparities in knowledge and receipt of preference-sensitive surgery after breast cancer.



• PECaD's Community Research Fellows Training (CRFT) program trains community members about public health interventions and ways to reduce health and cancer disparities in their immediate communities. These trainees are taught by PECaD faculty members, who provide invaluable information about research study design and implementation. CRFT is intended for community members who currently work in community health and/or have a desire to reduce health and cancer disparities in their area. Participating in comprehensive evidence-based public health research training prepares community members for collaborative work with academic researchers and empowers them as equal partners in the research process. The CRFT program directly translates research back to community members, who are then encouraged to educate their own colleagues. This outreach also increases diversity participation, which leads to a reduction in health and cancer disparities.



• Dr. Lannis Hall, the Clinical Trials Study Outreach Leader at Siteman Cancer Center, is featured in a Siteman Cancer Center video overviewing the importance of diversity in clinical trials, and why it is important all races participate to help physicians and researchers better understand disease growth. The clinical trials video with Dr. Hall will be available online at siteman.wustl.edu in fall 2017.



Left: Lannis Hall, MD, MPH, is interviewed for the Siteman Cancer Center clinical trials video. Dr. Hall explains why diversity is important in clinical trials for both patients and clinicians.

Clinical Studies Outreach Core

The Clinical Studies Outreach Core has functioned as a component of PECaD since 2004. The Core oversees compliance with Public Law-103-43 that requires all National Cancer Center (NCI) funded clinical research have an adequate representation of women and minorities. Furthermore, the Core reviews whether Siteman Cancer Center is fulfilling a specific directive as an NCI Designated Comprehensive Cancer Center, which is to ensure that the interventional therapeutic clinical trial enrollment reflects the diversity of our catchment population. The goals of The Core are to 1) increase minority recruitment through active intervention and monitoring of clinical trials; 2) increase minority participation until participation rates mirror the incidence of individual cancers and; 3) equalize the diversity of our catchment area population with our cancer center demographics.

The Core reviews all studies that are institutional, therapeutic, and imaging, as well as clinical studies with over 15 participants. All studies have a minority recruitment target based on the Siteman Cancer Center Data tables. Those tables outline the minority incidence rate for all disease sites and further stratifies by stage and gender. The research team receives feedback in the form of a letter outlining the progress of the clinical study toward meeting the minority recruitment goal. A struggling clinical trial is placed on close follow up and reviewed again in three to six months. In 2016, The Core performed 202 study reviews. 16 studies, approximately ten percent, closed with inadequate minority accrual. The main reasons given for poor accrual include: 1) complexity of the trial design; 2) reduced trial opportunities at satellite cancer centers; 3) minimal minority recruitment targets, and 4) mistrust in the healthcare community.

Clinical Studies Outreach Activities 2016

- 1) Over 200 clinical study reviews
- 2) Gap analysis for specific disease sites
- 3) Evaluation of barriers to clinical study survey
- 4) Clinical studies video and outreach



The Core has striven to understand the potential barriers and facilitators to engaging the Siteman population in clinical research. A 26-item questionnaire covering five domains of barriers/facilitators was completed by over 250 patients at the cancer center and is currently under analysis. Other supportive activities of the clinical studies outreach team include a recruitment officer to assist in overcoming barriers to enrollment, a clinical trials video, and the completion of a disease site specific gap analysis to evaluate whether the Siteman Cancer Center clinical trial portfolio is reflective of the needs of our patient population.

The St. Louis Regional Breast Navigator Workgroup



The St. Louis Regional Breast Navigator Workgroup was established in 2010 based on a recommendation from the St. Louis Integrated Health Network Breast Cancer Referral Initiative and the PECaD Breast Cancer Community Partnership. The workgroup's main goals are to improve communication among regional navigators and to develop more efficient and effective processes for breast cancer screening, referral, diagnosis, treatment, and survivorship. PECaD supports and underwrites the activities of the workgroup, including administrative and logistical support, securing facilitator time, and fostering progress on discussion topics for the purpose of aiding the group's advancement.

Membership of the St. Louis Regional Breast Navigator Workgroup includes front-line navigator representation from breast health centers, community health centers, other nonprofit primary-care providers, cancer-related nonprofit organizations, the St. Louis Integrated Health Network, the Show Me Healthy Women Program (the Breast and Cervical Cancer Early Detection Program for Missouri), patient-advocacy organizations, and the St. Louis City and County Health Departments. Navigators travel from a 150-mile radius to attend the meetings, both from Missouri and Illinois.

The breast navigator workgroup continues to meet regularly with high attendance to uncover important issues and discuss potential solutions. The agendas and featured topics are selected by the navigators themselves. A schedule can be viewed on the opposite page.

During further implementation of the Affordable Care Act, the navigators have continued to work together to advocate for breast health care for their patients. This workgroup is supporting participants in figuring out how to navigate patients in multiple contexts, including prohibitively high-deductible health plans, the lack of Medicaid expansion by the Missouri Legislature, and new challenges as they arise.

Breast Navigator Workgroup: Featured Topics	
July 2017	Breast Health for Women under 40
April 2017	Outreach for Breast Health at Non-Healthcare Locations
Jan 2017 & Oct 2016	Cultural Competency Training
July 2016	Reconstructive Breast Surgery
April 2016	Building Resiliency within Ourselves and our Patients
January 2016	St. Louis Breast Cancer Disparities
October 2015	Breast Screening: When to Stop?
July 2015	Breast Pain
April 2015	Breast Health Concerns for Young Women
January 2015	Safety Network Resources for Primary and Specialty Care
October 2014	Breast Density Legislation: Missouri Senate Bill No 639
July 2014	Affordable Care Act: Updates and Navigating the System
April 2014	Breast Cancer Genetic Risk
January 2014	Breast Cancer Prevention
October 2013	Breast Imaging Update: Tomosynthesis
July & April 2013	Motivational Interviewing for Navigators
January 2013	Support Groups for Breast Cancer
October 2012	Overcoming Fear as a Barrier to Breast Care
July 2012	Caring for International Patients
April & January 2012	Primary Care for Breast Care Patients
October 2011	Patient Navigation: Skills, History, Data
July 2011	Breast Cancer Risk Assessment Tools
April 2011	Mobile Mammography
January 2011	Compassion Fatigue: Care for the Caregiver/Navigator
October 2010	Nonprofit Resources: Komen
July 2010	Tracking Breast Cancer Screening Referrals
April 2010	Current Breast Cancer Referral Processes

Above: The featured topics and schedule for the Breast Navigators Workgroup.

Quality Improvements and Research Updates

Overview

The current research projects within PECaD continue to make progress. These projects, their accomplishments, and next steps are summarized on the following pages.

Aimee James, PhD, MPH

The PECaD grant funded a randomized control trial to promote colon cancer screening in rural and urban federally qualified health centers. Using techniques from community-based participatory research, we evaluated the implementation and impact of evidence-based strategies for improving colorectal cancer, allowing health centers to choose from a menu of strategies.

New! Manuscript describing the community-based participatory research approach and baseline characteristics is under review. We are preparing the main outcomes paper. Another paper describing insurance lapses will be submitted to a journal in late summer 2017.

Three related grants were funded:

1. *Using Photovoice to Engage Community Members About Colorectal Cancer Screening*. This project is completed. A manuscript was published in 2016, and another manuscript is currently under review.
2. *Understanding and Addressing Cost Related Nonadherence to Medication: A Mixed Method Multi-Phase Study*. Drawing on data from the randomized control trial and Photovoice studies, a new R01 grant that started in 2016 is examining financial strain and adherence to healthcare recommendations.

New! Early data from that study will be presented at the American Association for Cancer Research (AACR) Science of Cancer Disparities meeting in September 2017.

New! 3. *Reducing Rural Colon Cancer Disparities Through Multi-Level Intervention on Follow-Up After Abnormal Screening Tests*. Building directly on methods from the randomized control trial, this U01 study will lay the foundation for improving follow-up of abnormal colorectal cancer screening in rural Southern Illinois.

Vetta Sanders-Thompson, PhD

New! *Developing and Validating Quantitative Measures to Assess Community Engagement in Research: Addressing the Measurement Challenge*. The goal of this Patient Centered Outcomes Research Institute (PCORI) grant is to address measurement of community engaged research and its impact. The project, funded in February 2017, began as a program monitoring and improvement effort of the Program for the Elimination of Cancer Disparities (PECaD). The project is currently recruiting participants for a year and half study. Preliminary data will be available in 2018. A related publication appeared in *Translational Behavioral Medicine*. Citation: Goodman MS, & Thompson VLS. (2017). The science of stakeholder engagement in research: classification, implementation, and evaluation. *Translational Behavioral Medicine*, 1-6.

Completed Projects Update

Community Research Fellows Training (CRFT) Program

Principal Investigator: Vetta Sanders-Thompson, PhD

Funding: National Cancer Institute at the National Institutes of Health (U54 CA153460 and U54 CA153460-03S2) and Siteman Cancer Center

Timeline: 2012 to 2015

The project promotes the role of underserved populations in the research enterprise by increasing the capacity for community-based participatory research (CBPR) between researchers, community-based organizations, and community health workers in the St. Louis area. This unique training program aims to enhance community knowledge and understanding of the research process so that community members can participate in research projects as equal partners to address disparities.

Accomplishments and Next Steps

A certificate ceremony and reception honoring 45 fellows that completed the training (Cohort I) was held on August 8, 2013. A certificate ceremony honoring the 38 fellows that completed Cohort II training was held on August 21, 2014. A certificate ceremony honoring the 19 Cohort III fellows was held on August 20, 2015. Over 100 community fellows have completed the CRFT training since 2013.

The Patient Research Advisory Board consisting of CRFT alumni who serve in an advisory role to academic researchers on issues of community engagement and ethical considerations of research from a community perspective continues to meet and works with two projects at the St. Louis County Department of Public Health, as well as several researchers in the St. Louis region.

New! Community Advisory Board continues to meet quarterly and includes five Cohort I fellows, one Cohort II fellow and one Cohort III fellow.

New! Released findings from Unemployment and Mental Health CBPR pilot project on the mental health needs of unemployed, African American women with children funded by the GrassRoots and Staenberg Foundations.

New! A textbook based on the CRFT curriculum, *Public Health Research Methods for Partnerships and Practice*, will be released in October of 2017.

New! A certificate ceremony honoring the 24 Cohort IV fellows was held on August 17, 2017.



Publications and Presentations

Papers

Arnold LD, McGilvray MM, Kyle Cooper J, & James AS. Inadequate cancer screening: Lack of provider continuity is a greater obstacle than medical mistrust. *Journal of Health Care for the Poor and Underserved*. 2017;28(1):362-377.

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Emmons KM & Colditz GA. Realizing the potential of cancer prevention – The role of implementation science. *New England Journal of Medicine*. 2017 Mar 9;376(10):986-990. doi: 10.1056/NEJMs1609101.

Engeszer RJ, Olmstadt W, Daley J, Norfolk M, Krekeler K, Rogers M, Colditz GA, ... & Williams L. Evolution of an academic-public library partnership. *J Med Libr Assoc*. 2016 Jan;104(1):62-6. doi: 10.3163/1536-5050.104.1.010.

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Dr. Bettina Drake presents to the Department of Defense on prostate cancer research.

Academic Presentations

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Wang J. "Colon Cancer Screening Recommendations and Guidelines." [Podcast]. MindsEye Radio. Belleville, IL. June 2017.

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Colditz GA. "Childhood and adolescent lifestyle is dramatically related to lifetime cancer risk, but how do these risk factors operate?" [Oral presentation]. Siteman Cancer Center 2017 Breast Cancer Research Program. 2017 May 9; St. Louis, MO.

Brard L, Hyon SJ, Izadi SR, Diaz-Sylvester P, Zahnd WE, & Colditz GA. "Rural-urban variation in surgical treatment, lymph node examination, and adequate lymphadenectomy for endometrial cancer patients" [Poster presentation]. Rural Cancer Control Meeting: Challenges and Opportunities. 2017 May 4-5; Memphis, TN.

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Colditz GA. "Precision Prevention: Let's avoid exacerbating cancer disparities." Epidemiology and Clinical Outcomes Research Seminar Series. St. Louis, MO. Feb 23 2017.

Linnenbringer E. "The importance of family health histories." [Podcast]. MindsEye Radio. Belleville, IL. Feb 10 2017.

James AS. "Colorectal cancer screening and prevention." [Oral presentation]. Bilingual International Senior presentation. St. Louis, MO. Oct 20, 2016.

Lobb R. "Science of implementation: Integrating cancer health disparities research findings and evidence into healthcare practice and policy. [Oral presentation]. American Association of Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved. Fort Lauderdale, FL. Sep 27, 2016.

James AS. "Colorectal cancer screening and diagnostic services for urban and rural safety-net-settings." [Oral presentation]. American Association of Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved. Fort Lauderdale, FL. Sep 27, 2016.

Drake B. "Predictors of follow-up visits post-prostatectomy." [Poster presentation]. American Association of Cancer Research Conference on the Science of Cancer Health Disparities in Racial/Ethnic Minorities and the Medically Underserved. Fort Lauderdale, FL. Sep 25, 2016.

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Drake B. "Prostate Cancer Resources: Data and Specimens." [Oral presentation]. Siteman Cancer Center GU Focus Group and Research Seminar Series. St. Louis, MO. Sep 23, 2016.

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Linnenbringer E. "Health literacy in the context of kidney cancer and smoking." [Oral presentation]. Rural Cancer Disparities Partnership Retreat. St. Louis, MO. 15 Jul 2016.

Colditz GA. "Racial/ethnic disparities in second breast lesions after DCIS." [Oral presentation]. Rural Cancer Disparities Partnership Retreat. St. Louis, MO. 15 Jul 2016.

PECaD Community Partners

- 100 Black Men of Metropolitan St. Louis
- American Cancer Society
- American Red Cross
- Betty Jean Kerr Peoples Health Centers
- National Cancer Institute (NCI), Cancer Information Service
- Caring Committed Faith Communities
- Christian Hospital
- City of Florissant, MO
- Clear Channel Radio, Health Connections, Inc.
- Colon Cancer Alliance Gateway Chapter
- Community Women Against Hardship
- Danny Bell Cancer Center
- Delta Area Economic Opportunity Corporation
- East Side Health District
- Faith Community Joined for Health
- Family Care Health Centers
- Affinia Healthcare Health Centers
- Henry R Willis, Sr. Colon Cancer Foundation
- Lane Tabernacle CME Church
- Missouri Bootheel Regional Consortium Inc.
- Missouri Delta Medical Center in Sikeston
- Missouri Foundation for Health
- Mound City Medical Forum
- Myrtle Hilliard Davis Comprehensive Health Centers
- New Madrid County Health Department
- Poplar Bluff Regional Medical Center
- Southern Illinois Health Care Foundation
- St. Louis City Health Department
- St. Louis City Public Libraries
- St. Louis County Department of Health
- St. Louis Effort for AIDS
- St. Louis News Channel 5 KMOV
- Stoddard County Health Department
- Susan G. Komen for the Cure® St. Louis Affiliate
- Susana Wesley Family Learning Center, Inc.
- The Breakfast Club, Inc.
- The Empowerment Network
- The St. Louis American Foundation
- The St. Louis American Newspaper
- The St. Louis Integrated Health Network
- The St. Louis Mens' Group Against Cancer
- The St. Louis Regional Health Commission
- The Wellness Community
- Tobacco Free Missouri
- Smoke Free St. Louis City
- Young Choices, Inc.
- East St. Louis Monitor Newspaper
- Restoration Christian Community Church
- Native Women's Care Circle
- Touchette Regional Hospital

Program for the Elimination of Cancer Disparities (PECaD)

siteman.wustl.edu/prevention/program-for-the-elimination-of-cancer-disparities

314-286-0095

pecad@wustl.edu

To learn more about the Siteman Cancer Center,
please call 1-800-600-3606 or visit siteman.wustl.edu.



Vetta Sanders-Thompson, PhD, PECaD DEAC Academic Member; and Saffiyah Poole, MPH, PECaD program coordinator, discuss expanded PECaD outreach in North St. Louis County for the new Siteman Cancer Center at Christian Hospital partnership effective July 1, 2017. Read more on page 14.

